

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III. NEW YORK, SEPTEMBER 10, 1890. NO. 11.

—

YOUR NEWSPAPER
ADVERTISING ?

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

—

THE LADIES' HOME JOURNAL

Requires nine Campbell presses running an entire month to print a single edition. It consumes, during a year, more than 30,000 reams of paper. It employs over 5000 agents and canvassers, and has an actual working force of over 300. Of the sixty civilized countries of the globe, it has paid subscribers in forty-six. It goes into over 35,000 post-offices of the United States, and into nearly 1000 additional in foreign lands.

The November Number

Will be a special Holiday issue, filled with original matter by a long list of eminent American and English writers, and illustrated throughout by the best Artists the world can produce. It will be advertised so extensively that a very large extra circulation is assured—considerably over half a million copies. Advertising space is already well taken—none can be had later than the 20th of September. It's doubtful about getting in later than the 15th.

\$2.50 per line.

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, SEPTEMBER 10, 1890.

No. II.

THE MISTAKES OF ADVERTISERS.

I sat in my pew the other night and heard the dominie give out the words of the great King Solomon: "The mistakes of my life have been many, and in the bitterness of my heart I cried out: 'Fool, fool, fool?'" It occurred to me at the time that if his audience had been made up of certain advertisers we all know, they could very appropriately rise in their places and greet that sentiment with cheers.

It is really a matter of amazement to me that men, who are hard-headed, common-sense beings on every other subject, should dismiss their wits when they approach the advertising field. It is painful to quote individual cases, and when I do so it is done with the utmost charity and for the good of the cause at large. It is peculiarly distressing to observe a man so handling a factor in his business that, instead of being a help, it becomes a hindrance, and it is with the hope of being a little assistance in just such a case that I take the liberty of criticising the work of others, though not unmindful that I have still much to learn myself, and expect to die with my education incomplete.

Not long ago the Scotch Oats Essence Co., of New York, sought to place a remedy in the market for the cure of nervous disorders, indigestion, etc., etc. One of their advertisements asked the question:

Why is the circumflex of the circumlocution equal to the apex?

And the answer was:

Because an elephant can't climb a tree.

I forgot to say that this was prefixed by the cut of a forty-one ton elephant climbing a rose bush. The question and answer were followed with a little ordinary reading matter leading up to the efficacy of Scotch Oats Essence as a tonic and cure for stomach

troubles; and the whole thing was about the most absurd affair that had appeared in New York papers for some time, which is saying a good deal. The climax to this sort of work was reached a few weeks later, when a vulgar burlesque appeared on that popular song, "Empty is the Cradle—Baby's Gone," wherein was shown an empty cradle, a weeping mother and an angel bearing a bottle of Scotch Oats Essence. I am not discussing the merits or demerits of this song. It was tremendously popular at the time, and many a heart was touched by its simplicity and pathos. Nothing could have been more brutal than such a perversion, and the prejudice this created made it impossible to do further business. Various sums are stated as the total loss involved. Sufficient is known, however, to prove that not a cent was saved from the wreck. So we may all breathe freer.

I cite this case in refutation of the theory that all a man need do in advertising is to attract attention. This work, undoubtedly, attracted attention, but in the wrong spirit. The "good will" was lacking, and without the good will it was impossible to do business. You can't sell goods to people who dislike you. It was poor advertising, yet there are several cases almost parallel now running in the leading mediums. I do not like to specify them, but let each man think for himself. If you recall an advertisement that went in against your judgment, that doesn't read just right, take it out. It is making or breaking you.

The nature of one's business must be the sole factor in determining the style of advertising. A strictly first-class business cannot be handled in the same manner that a commoner grade of goods calls for. You can't call on the big men in New York, for instance, slap them on the back, and ask them out to take a drink. Yet a drummer can do that with the small dealers, and

it "goes down" all right. It is the difference in the trade for which you are catering, and must be recognized in advertising the same as in canvassing.

Another remark and I have done. The dry-goods men throughout the country are entitled to all the glory and honor that accrues to men who have buried their souls in the dead and danky past. They are, as a rule, liberal users of printers' ink, and if they would only forsake some of their ancient fetiches all would yet be well. But the most sanguine optimist can hardly expect them ever to refrain from such original expressions as

Bargains!	Friday bargain day.
Great bargains!	Selling below cost.
Remarkable bargains!	Clearing out sale.
Unexampled bargains!	Stock taking.

A perusal of such literature is like a douche, so refreshing it is to the seeker after novelties. Yet there is a silver lining to the otherwise gloomy outlook; I refer to what is known as the Powers-Wanamaker school of advertising. I know several highly accomplished men in this direction, one of whom was recently heard in PRINTERS' INK. But great care must be exercised even here, or the result is a disagreeable, meaningless chatter that is a mere echo of the previous day's Philadelphia papers. A large Brooklyn store is the chief offender in this respect, and I should think their young man would take the trouble to do a little thinking of his own.

If you have gained from what I have not said that advertising copy is of prime importance, the object of these short notes is accomplished. Take time over it! Ponder it—study it—use common words and small ones. Avoid hackneyed terms. Try and be interesting in what you have to say, and don't think that everybody is as much interested in your business as you are yourself. Divest yourself of your own personality, and be as much of a customer while you're writing as you can.

H. C. BROWN.

ADVERTISEMENTS should be attractive. First, captivate the eye. The eye is the sentinel of the will. Captivate the sentinel, and you captivate the will. The feet follow the eyes. It is the untiring, unremitted, everlasting, never take-no-for-an-answer appeal to the eyes of the people that brings trade.—*Exchange.*

COST OF ISSUING MAGAZINES.

"Few readers of American magazines," said a New York publisher recently, "know what it costs to produce even a single issue of one of the great monthly periodicals which now stand ahead of publications of their class the world over. The illustrations for the *Century* and *Harper's* magazines cost on an average about \$5,000 per month; but with these two established magazines the cost is rather diminishing than increasing, as both are using the 'process engraving' more and more. With *Scribner's*, on the other hand, large sums of money are being expended upon the engravings, as this periodical seems to be determined to equal its older contemporaries at no matter what cost. A careful estimate of the money spent in illustrating the Christmas numbers of *Harper's* and *Scribner's* puts the sum at \$7,000 each, as both contain about seventy pictures, the average being \$100 for engraving. Many of the full page 'blocks' cost \$300 each, and some of the half-page illustrations, which readers often pass by unnoticed, cost \$200 to \$250 each. These prices are easily accounted for when it is remembered that men like J. Alden Weir, Elihu Vedder, Will H. Low, A. B. Frost, receive from \$100 to \$150 a drawing. Ten years ago the highest price paid for the same work was \$50 a drawing for a full-page illustration. To come to the literary matter: The expense for articles and stories, a large proportion of which is prepared to order, costs on an average \$25 a printed page, and I have known \$100 a page to be demanded. The 'fixed charges' on the large magazine for literary and artistic matter alone are therefore from \$8,000 to \$10,000 a month, enough to eat up the profits on 100,000 copies."—*Exchange.*

THE PROFITS IN ADVERTISING.

There are prosperous young business firms in Cincinnati which admit that they have made all their money by the liberal use of printers' ink. There is one firm—the largest of its kind in the city, and not ten years old—that laid out more than one-half of its entire capital in advertising the first year of its existence. The returns were surprising.—*Cincinnati Post.*

STRAY SHOTS.

LONDON, August 19, 1890.

Editor of PRINTERS' INK:—I owe so much to printers' ink (without capitals) that I devote my spare moments to your (capital) PRINTERS' INK. My annual trip again brings me where business men have no "Bradstreet's," and advertisers no "Rowell's." As a result, credits are based on the opinions of traveling salesmen, and traveling Americans "go it blind" very generally in advertising. They come from the land of *Puck* and *Harper's Weekly*, and think that *Punch* and the *Illustrated London News*, must, by reason of their years and reputation, have far larger issues; whereas it is a fact that a few years ago the London edition of the *Detroit Free Press* had a larger circulation in England than that of *Punch*. The natural result of this has been, that American advertisers have advanced prices steadily by their competition for choice spaces in these standard publications, although, as a rule, their issues have diminished as often as they have increased during late years. This makes the British advertiser righteously angry; but I tell them that out of revenge for their syndicate operations in the United States, I am going back to organize a big syndicate to buy up all the choice advertising spaces in Great Britain!

I had a "want." It was a typewriter and stenographer I desired. They are not partial to typewriting in England. Everybody writes well, and but few are mechanically disposed. At first I sought a phonograph, but was told at the office in "Edison Building" that there were only four in all England. (I use three in New York, notwithstanding the *Herald's* frequent reference to it as "a toy.") So the "want" was written out, and on Saturday afternoon I sought the office of the *Telegraph*. It was 3 o'clock. A large sign proclaimed that it was closed on account of the "Annual Employes' Dinner." So I went to the *Standard*. The delivery department was open, but the general offices "would not be open until 6 o'clock on Sunday evening." The case was urgent, but on Sunday afternoon the *Telegraph*, represented by a gold-laced porter and three of the staff, assured me that only "Lost and Found" could go up to the

compositors that night. I thought of making my advertisement read that I lost my patience and wanted to find a place to advertise for a stenographer. The *Standard* inserted it, and on Tuesday morning it appeared in the *Telegraph*. The combined circulation was certainly half a million copies. The answers were four in all, one being a printed circular!

American stereopticons have a picture called "The Billposter's Dream." It is weak in comparison with the London tramcar or omnibus. I counted 88 signs in one horse car, and 53 on one omnibus—including the roofs of both, but not counting the advertisements on the backs of the tickets. One tramway company in London prints "Sapolio" proverbs on over 70,000,000 tickets annually, and shows the official returns of passengers carried before collecting for the advertisement. The signs vary, from small ones on the steps leading to the roof, or on the backs of the seats on top, to great sideboards along the roof, often 18 feet long by 2 feet wide.

The conditions here are very different from those of the United States, in an advertiser's point of view. The rich live more in country seats, and the poor more in the cities. The towns are so near together that city goods and city ideas impress the whole people far more than with us. Even in the west of Ireland I have found shops, in towns of 500 inhabitants, selling goods which were too good to meet with demand in some parts of Long Island. The advertiser who works "on general principles" will find many of his ideas reversed here.

ARTEMAS WARD.

It is the time now for merchants to take advantage of the demand for pictorial advertising. This demand is not new. On the contrary, it has always existed. Heretofore, however, merchants have chosen to satisfy the demand with pictures which, to say the least, were coarse and repulsive, and which did not properly reflect the taste of the age. It is now time for merchants to use art in advertising. It is no more expensive than the inartistic method, and gives a certain tone and character to a store, which the blatant, boisterous and altogether preposterous cuts do not give. —*American Storekeeper*.

SPECIFIC RESULTS.

The first general rule to be laid down for the retailer is: Aim for specific results. The old style of newspaper advertising, such as

.....
 JOHN JONES,
 FINE STATIONERY,
 214 Blank Street, Blankville.

was never effective and has long since been discarded by intelligent, wide-awake men. Try to tell the public in as interesting a way as possible about one or two of your recent novelties, rather than attempt to enumerate your entire stock. John Jones cannot best attract customers by advertising that he keeps "a full stock of stationery, pens, inks, mucilage, pads, albums, files, pencils, inkstands, fountain pens, sealing wax," etc. Any well regulated stationery store is supposed to contain these articles. But let Mr. Jones try advertising some special thing each week—something new, if possible—and note how much difference there will be in his returns. For example, if he receives a novelty in note paper, let him write a bright, snappy advertisement of it; tell all about it, what there is new in it, what its merits are, and so on. Don't be afraid of going into details. Another point: Have a new advertisement every week. Don't let the old one go in twice if you can help it. No matter if you do have to pay a little more for changing copy regularly; it is better to have a new advertisement in every other week than the same card in every issue. Besides, labor is generally cheap on country papers, and it will not cost much, if any, more to have a fresh, attractive announcement. The commonest excuse for the retailer to make is that he hasn't time to keep constantly getting up new advertisements. Then make time. How it would sound for you to say after a case of goods had been delivered that you didn't have time to unpack them, and so let them remain nailed up until they were out of date or were spoiled! Yet the two instances are clearly parallel. An investment in printers' ink is just as much money out of your pocket as the salaries of your clerks, and it will go to waste unless you look after it sharply, just as much as your clerk hire would if your clerks

were allowed to take five out of six months as vacation.

"Oh, it is all very well," says some reader, "to say make time and advise us to devise attractive advertisements. I have no literary skill; writing is irksome to me, anyway, and if I must go to all that trouble I prefer not to advertise at all."

That being the case, it will be best to turn the whole matter over to one of your brightest and most trusty clerks, who, if he has any taste for it, will soon become something of an adept, and your advertisements will begin to overtop those of your more slow-going competitors, with direct results upon your cash account. It is best, if possible, for the proprietor himself to have the advertising in charge, for he understands his business and customers more thoroughly than any one else can.

It is a good plan to make your show window display work in with your newspaper advertising. For instance, if you have just received a consignment of new designs in tablets, make them the chief attraction in your window. Mass them in the centre and then arrange them about the sides so as to show to advantage the various designs. Now write your newspaper announcement and confine it to tablets. Tell how popular and convenient they are, and what are their principal advantages.

Next describe your new styles, mentioning the fact that they are displayed in your window. If you will take some of the papers of large cities and study the advertisements of dry goods and clothing houses which are recognized to be clever at this sort of thing, you will be able to gain many points. Don't copy, but adapt as your own good taste suggests.

In conclusion, advertising when intelligently conducted, is a very valuable aid in drawing customers, and when one considers that it was said by Robert Bonner, "My success is owing to liberality in advertising," he may well agree with the great showman, P. T. Barnum, that "the road to fortune is through printers' ink."—*American Stationer*.

THE settlement of the estate of an enormously rich English pill manufacturer reveals the fact that while he was rolling up pills and wealth he spent about \$200,000 a year regularly in advertising.—*New York Graphic*.

CIRCULATION OF TRADE PAPERS.

The question of the circulation of a trade paper is one of the most delicate subjects that can be brought up for discussion. It is hedged about with difficulties, however it may be considered. The general public become accustomed to large figures by reason of what is put forth from time to time by the daily papers. Unscrupulous advertising solicitors having faith in big stories have no hesitation in naming improbable figures of circulation, sometimes impossible figures. The public, knowing that a certain daily paper has achieved a high degree of financial success by circulating 100,000 copies, reasons, however fallacious the reasoning may be, that a successful trade paper must have the same, or at least nearly the same, circulation.

A case in point, happily illustrating the idea, occurred some years since. A certain trade paper, the circulation of which is in a very well-defined field, which field it thoroughly covers, and outside of which field it is relatively unknown, occupies a very high position. Its proprietors are in excellent financial circumstances, and the establishment generally ranks among the best. A well-informed business man, discussing the question of circulation of trade journals, said, referring to this paper, which, for the lack of a better name for the moment, we will call the "X" paper:

"Well, I suppose the 'X' has a circulation of at least 75,000 copies. I know it is a prosperous paper, and it is taken by everybody in the trade. I suppose that perhaps they publish more than 75,000 copies."

Nothing could be more ridiculous than this assumption. The number of firms engaged in the lines of business to which this paper appealed was only a little more than one-tenth of the estimated circulation that this gentleman gave. What more can be asked of a trade paper than that it shall thoroughly cover its field? If everybody in the trade takes it, then enough take it, and an extra circulation would be a disadvantage.

It is a well-known fact that many, if not most, of the trade papers cost more for paper, printing and distribution than the subscription price will pay for. On a circulation of 5,000, 10,000 or 20,000 copies, whatever it may be,

there is a dead loss of so much money. All that can be expected under the circumstances, then, is that the publishers shall supply the paper to actual subscribers in the trade. Any other circulation is very far removed from their ideas of prosperity. Notwithstanding these facts, we occasionally find a trade paper that puts forth circulation figures that are altogether out of reason. We encountered something of this kind only a short time since. A trade paper claimed a circulation that was several times in excess of the number of business men in the line to which it was devoted. This indicated either ignorance or rascality. If there are only 10,000 men in a certain line of business, it is ridiculous for a trade paper devoted to that line exclusively to claim a circulation of 25,000 copies. It would be more reasonable to suppose that the circulation is 7,500 copies or less, for never yet did every man in a given line of business take the same paper.—*Office.*

ARE THE ADVERTISER'S EFFORTS APPRECIATED?

The methods of advertising and the opinions of advertisers are as various as the advertisers themselves. I often-times wonder, when I look over the papers and see the different subjects touched upon, if people to whom the announcements are addressed ever stop and think of the time and thought given to the subject by advertisers generally. We have periodicals without number devoted to this particular class of work, and it has already become one of the acknowledged professions.

All that can be expected of a newspaper advertisement is to catch the attention of the reader. It of itself can sell nothing. If the advertiser can impress the public sufficiently to read what he has to say, and can by so doing influence them in any way to his place of business, and then when he gets them to this point fulfils his part of the contract, can satisfy his patrons that he is in position to make his claims good, that is efficient advertising.

All this stuff intended to create the impression that the advertiser can give his customer something for nothing, or do anything out of reason, is simply nonsense, and what is worse, bad business policy to say the least, if not positively dishonest.—*D. M. Clewell.*

COMMENDATIONS.

FELCHVILLE, Vt., Aug. 26, 1890.

Editor of PRINTERS' INK:

*** PRINTERS' INK is immense; it not only fills a long felt want but a want long felt, where advertisers and others can express their opinions pro and con. It is so seductive, too, that every line, advertisement and all, must be read before it can be put aside even for a moment.

FRANK H. STEARNS.

D. LATHROP COMPANY,
Publishers Wide Awake, The Pansy,
Babyland, Our Little Men and
Women, C. Y. F. Journal.
BOSTON, Aug. 22, 1890.

Editor of PRINTERS' INK:

*** Our advertisements in PRINTERS' INK pay well. We are hearing from them right along.

C. S. LE BARON,
Advertising Manager.

McSHANE BELL FOUNDRY,
Church Bells and Chimes,
BALTIMORE, Md., Aug. 15, 1890.

Editor of PRINTERS' INK:

*** The writer sometimes uses PRINTERS' INK as a dinner companion, and its contents are almost, if not quite, as much a necessity, or as much desired and relished as the dinner. It is chock full of good things, and any house doing any advertising whatever should not be without it.

HENRY McSHANE & Co.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 20c. a line.

20TH CENTURY.**D**ETROIT JOURNAL.**N.** Y. Argosy, 114,000 w.**F**ARMERS' CALL, Quincy, Ill.**T**HE WEATHERFORD (Texas) CONSTITUTION.**N**EW HAVEN NEWS.—Best advertising medium.**A**RT OF PRINTING—ITS PATENTS. See advertising pages.**T**HE NEWS.—Largest circulation in Kingston, Ont. Over 2,000 daily.**N**EW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.**T**HE HOUSEHOLD PILOT, New Haven. Monthly circulation over 200,000 copies.**T**RIAL ADS., one cent per line, of seven words. THE TIMES, Rushsylvania, O.**T**HE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.**15,000 COPIES.** Rates 7½c. per line. Nov. issue Crawford Herald, Townville, Pa.**T**HE ONLY PUBLICATION OF ITS KIND about Printing ever made. See page 244**T**WENTIETH CENTURY, the elegant and renowned radical magazine, 4 Warren St., New York. Send for sample copy.**P**APER DEALERS.—M. Plummer & Co., of 161 William St., New York, will fill any order for paper—from half a quire to thousand ton lots.

PUBLISHERS, who purpose offering premiums this season, should correspond with **WORLD MANUFACTURING CO.**, 122 Nassau St., New York.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address **GEO. P. ROWELL & CO.**, New York.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

MORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

THE MEDICAL BRIEF, published at ST. LOUIS, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household and fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

AGRICULTURAL—THE SOUTHERN CULTIVATOR, of Atlanta, Ga., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 38 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: **GEO. P. ROWELL & CO.**, Publishers, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: **GEO. P. ROWELL & CO.**, Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. **G. P. ROWELL & CO.**, Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—23 Times Building, New York. **J. C. BUSH**, Manager.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

KNOXVILLE, TENN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE JOURNAL**, Daily and Weekly, is named for Knoxville.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

JOURNAL, Kansas City, Mo.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE JOURNAL**, of Kansas City, Mo., is included in this list.

CHRONICLE, Augusta, Ga.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE CHRONICLE**, of Augusta, Ga., is included in this list.

EVENING DISPATCH, Columbus, Ohio.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE DISPATCH**, of Columbus, Ohio, is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE PICAYUNE**, of New Orleans, La., is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

MORNING JOURNAL, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

WANTED—A HOE PRESTO PRESS. Address, with particulars, A. FRANK RICHARDSON, Nos. 13, 14 and 15 Tribune Building, New York.

WANTED—A large lot of second-hand LONG PRIMER ROMAN, suitable for Mail List. Must be in good condition, and cheap for Cash. Address "KEYSTONE," 19th & Brown Sts., Philadelphia, Pa.

SITUATION desired in a mfg concern, to take charge of adv. dept. Particularly fitted. Several years' experience. If not fully employed, willing to be useful in any capacity. Address F. H. STEARNS, Felchville, Vt.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

MARYLAND FARMER, Baltimore, Md. Easy terms. Rare opportunity.

SOUTHERN INDUSTRIAL RECORD, Atlanta, Ga. Will pay for itself in a year.

FOR SALE—Well stocked JOB OFFICE. \$2,700. Address H. M. BUCKSTEDT, 314 Olive St., St. Louis, Mo.

FOR SALE OR TO COPY, 10,000 Agents' Letters; no duplicates, and none over one year old. Address "AGENTS' LETTERS," care PRINTERS' INK.

A BARGAIN—Best Newspaper and Job Office in Central Michigan. Doing big business; fine presses; steam and water power; lots of type, &c. Established 13 years. Only paper; independent. Terms to suit. Write "ADVERTISER," Holly, Mich.

FOR SALE—DOUBLE CYLINDER HOE PRESS and BROWN FOLDER, in good condition, and doing first-class work. Reason for selling—putting in a perfecting press. Will sell very cheap for cash, if sold at once. Address HERALD PUB. CO., Dayton, Ohio.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

A PROPOSITION.—The owner of a magnificent Bullock Web Perfecting Press, with stereotyping outfit, same having had six months' usage, would arrange to sell on low basis, taking for part pay stock in a prosperous company owning daily with growing circulation. Address "W," 145 Seneca St., Cleveland, O.

PRESS FOR SALE, at a BARGAIN.—A Cottrell & Babcock Intermediate News and Job Press, air springs, tapeless delivery, rack and cam distribution, two form rollers, bed 32x46 inches, speed 1,500 per hour; all in first-class order, with steam fixtures complete. A fine press for either job work or for a newspaper of 2,000 circulation or under. A close inspection invited. Can be seen running at any time. Will be sold low. Address ELIZABETH DAILY JOURNAL, Elizabeth, N. J.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, SEPTEMBER 10, 1890.

IN the way of newspapers with long names it would be hard to beat the German publication known as the *Churfürstlichprivilegirten Herzlich-Bergischen Provinzial-Zeitung*.

ALL newspaperdom is divided into three sections, says a Nevada journalist; or rather, the country newspaper man has three stages of development. These are stated as follows: "At first he runs a newspaper for glory; dissatisfied with the results, he then runs it for spite, and when he gets tired of this he runs it for revenue." Of the three stages, the second is undoubtedly the most unpleasant to the publisher himself. And yet there are men in the newspaper business who do not appear to appreciate the folly of biting off their own noses.

MISTAKES in advertising are apt to prove expensive, and advertisers should, therefore, gladly welcome anything calculated to lessen the possibility of costly experimenting. An article having this for its purpose appears in this issue of PRINTERS' INK. It is contributed by Mr. H. C. Brown, who is well known in the advertising field through the medium of his catchy advertising sketches done for the proprietors of Pearline and other leading concerns, as well as his clever little monthly publication known as *Art in Advertising*. Perhaps one of the best lessons on how to avoid "The Mistakes of Advertisers" may be gained by studying Mr. Brown's advertisements of his own business, as they appear in the *Century*, *Scribner's* and the other magazines.

THE advertiser in a small way often stands aghast at the large sums of money which certain masters of the art are known to spend annually in bringing their goods before the public. Having had experience only within his own narrow circle, he asks in a bewildered way how it is possible that they can make it pay. He takes pencil and paper and begins to figure it out; supposing their profits on a single sale to be so much, he determines how many sales they would have to make to cover their entire advertising expenditure. About the time he reaches this result he gives up in despair, and falls back upon the old but safe conclusion that these princes of advertising are conducting their business for the purpose of making money, and that if they did not find their advertising paid they would not continue it.

A NOTICE of any kind to be read must be readable. A dash of humor, a spice of wit, a bright anecdote will often win attention where the dry details of business are altogether overlooked. Disjointed phrases and display lines following each other in meaningless jumble are not readable. Such a line as "Fall Styles in Hats" does well enough for a heading; but when the entire advertisement is made up of such incomplete statements the quality of readableness is wanting. Advertisers need to remember that newspaper readers are accustomed to acquire their information and entertainment through the medium of regularly constructed sentences. Nothing is harder than to grasp the meaning only half disclosed in a series of phrases without a single verb among them.

A BRIGHT circular has been issued by the *Ladies' World* in support of the views advanced by its advertising manager in these columns some weeks ago in reference to women as advertisement readers. The arguments advanced are further augmented by drawings, one of which represents a scene in a grocery store where a woman customer is remarking to a clerk: "It's just as you say! My husband takes any brand you suggest—but fortunately he buys only a small proportion of our supplies. However, I must insist upon getting the brand I see advertised." The other side of the question is represented by the "head of the family".

throwing down his paper in disgust as he says: "There's advertising all through the paper. Confound it, I never read advertisements." Although this may be regarded as exaggeration with a vengeance, there is undoubtedly a measure of truth in the principle thus illustrated.

LARGE American advertisers, who have been looking longingly toward England, contemplating pushing the sale of their products in that direction with the aid of printers' ink, may be somewhat curiously impressed with the letter printed on another page and written in London by Mr. Artemas Ward, of Sapolio fame. It is true that old age and an established reputation are not always synonyms for large circulation; yet the wonderful stories which are told of the great press of advertising matter upon some of the famous English publications, would seem to indicate that the English advertisers find it profitable to patronize their own papers, even at high rates.

THERE is an old story told of a shrewd merchant who made the choice of a husband for his daughter depend upon which of her two suitors should write the best newspaper advertisement. Although the skeptic may be disposed to dispute the truth of this alleged circumstance, it carries with it as good and as true a moral as one will find in most of the fables of *Æsop*. The far-seeing merchant recognized that in newspaper advertising was the secret of mercantile success, and that the man who showed the greatest ability in constructing an advertisement would be the better able to provide for his wife. The story stops at this interesting crisis, and one cannot help but wish that it had gone far enough to give the results of this remarkable competition. The modern advertisement writer would then be able to determine what chance he would have had in winning the girl.

THE publisher who wishes to start a new paper and give it a name altogether different from that of any other publication already in the field, will find it a difficult task. The truth of this was recently presented very forcibly. A Michigan publisher wrote to the proprietors of the American Newspaper Directory, asking if in their

constant contact with newspapers they had ever heard of one called *Good Stories*. He desired to adopt the name, but did not want to imitate, infringe or interfere with any publication now running. Reply was made that no nearer approach to this name was known than the periodicals respectively called *Short Stories* and *Good News*. Just a week later a communication was received from a well-known Augusta (Me.) publisher, announcing the establishment of a new periodical with a first edition of 200,000, to which the name of *Good Stories* had been given.

CHARGING FOR RULES.

Office of
THE RADAM'S MICROBE KILLER CO.,
Capital \$100,000.
NASHVILLE, Tenn., Aug. 25, 1890.

Editor of PRINTERS' INK:

Deeming you authority in advertising matters, I take the liberty to ask your advice on a point at issue with a paper we have a contract with, which calls for 2,000 lines, taken during the year at three cents per line. These lines constitute three articles every day. They have charged us with the space that the rule occupies. We have done considerable advertising in the last year, and this question has come up now for the first time. Will you please let us know, if not asking too much, what you consider right and customary.

RADAM'S MICROBE KILLER CO.,
ROBT C. STOCKTON, Gen. Mgr.

It is customary with newspapers in general in inserting reading notices to charge only for the actual number of lines of count. In the case of an electrotpe, however, the publisher naturally reckons space by measuring from the top to the bottom of the electrotpe, irrespective of the character of the matter contained therein. For example, where two advertisements are mounted on one block and forwarded to the newspaper in that form—as is the case with the announcements of Wolff's Acme Blacking—no reduction could be expected for the rule which the advertiser chooses to place between the two sections. In ordinary cases, however, the publisher is expected to furnish the rules and would not be justified in charging the advertiser for them. The point raised is an interesting one, and it is unfortunate that our correspondent should not have stated the facts more fully, giving the terms of the contract and the character of the advertisement, so that the answer might have been made definite.—[Ed. PRINTERS' INK.]

THE LAW OF SUBSCRIPTION

A correspondent asks us to state the law concerning newspapers and their subscribers; and especially he wants to know whether a person, after subscribing for a paper for a certain period, and after it has been sent to him for a certain time, without the subscription price being paid, can stop it at any time without paying up. We will endeavor to cover this whole subject in answering this correspondent.

1. There is no postal law regulating the relations between publishers and subscribers. Their relations are merely contract relations, and are governed by the ordinary rules of law relating to contracts. Therefore, the post office has no part in enforcing the rights of the publisher. If he sends his paper, the postmaster must deliver it if the person to whom it is sent will take it. If he will not take it, the postmaster must notify the publisher of the refusal. If the publisher continues thereafter to send it and the addressee refuses it, the postmaster's duty is to put the paper in the waste basket and sell it for waste paper.

2. The publisher must collect his subscription as he would any other debt. With that matter the post office department has nothing to do.

3. If a man subscribes for a periodical for a given period, say one year, and the publisher sends it accordingly, the subscriber cannot terminate the contract by stopping his paper at any time during the year. But at the end of the year the subscriber may stop his paper even without paying the subscription due. He is under no legal obligation to take the paper another year. The fact that he has not paid for the expired year's subscription does not bind him to continue taking the paper. He can stop taking it at the end of the year, refuse it thereafter, and the publisher can sue for and collect his year's subscription only.

4. If at the end of the year the publisher continues to send his paper and the subscriber to receive it, the sending is the offer of another year's subscription at the same price, and the receiving of the paper is an acceptance. The implied contract from such action is a renewal of the subscription; and the publisher can send the paper for the renewed term of one year, and collect the subscription price for that year as well as the preceding.

5. The above points state the law where there are no express terms of subscription. If the parties make any express agreement, of course it will govern.

6. If the publisher advertise terms of subscription, in which he should notify the public that the receiving of his paper after paid subscription has expired for one week or one month, etc., would be deemed a renewal of the subscription, of course such terms would be a part of the contract. So, too, he might advertise that every subscriber would be held liable for the subscription price till all arrearages were paid up as long as the publisher chose to send it. Such advertised terms would then be deemed a part of the contract; but unless expressly agreed to, or so advertised, they would not be implied as part of the contract, nor be implied from the mere act of continuing to receive the paper after the original term of subscription had expired. Publishers can clearly fix their rights by advertising their terms and providing therein for their protection against the non-paying, shiftless class of subscribers. But the common notion that a man is obliged to keep on taking the paper till he pays up is an erroneous one.

7. After a subscriber has by express or implied agreement become bound to pay as a subscriber for another year, he cannot during and before the expiration of that year stop his paper even by paying up all arrearages. In such case he is bound to take the paper till the expiration of the renewed year, or in other words, the publisher has the right to send it and hold him responsible.—*United States Mail.*

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue,
address HOB. DAN'L BEATTY, Washington, N. J.

Low Estimates.
Careful Service.
Reliable Dealing.

DODD'S Adv'g Agency, Boston
265 Wash'n St.

The Art of Printing:

ITS MACHINES, METHODS, MATERIALS,
APPLIANCES AND PRODUCTS.

PATENTS relating thereto granted by the
United States up to 1895.

AN ANALYTICAL DIGEST-INDEX of their
subject-matter, and an Alphabetical List of
Patentees and their Patents. By L. M. E.
COOKE, Principal Examiner in the U. S.
Patent Office of the Classes of "Printing"
and "Paper Manufactures."

Will be an 8vo volume of about 500 pages.
The only publication on the subject ever
made. An indispensable handbook for Print-
ers, Inventors, Patentees, Manufacturers,
Lawyers and Solicitors. Particulars by mail.
Address L. M. E. COOKE, Washington, D. C.

The Great Divide's

PHILOSOPHY OF SUCCESS.

MEN WHO SUCCEED believe in themselves; men who fail believe in fate. We begin by doing one thing well or ill, and all things follow accordingly. Nature abhors a discord, and each life is sung throughout in the key (as to success or failure) on which it is pitched. I am not unaware of the seeming exceptions, but he that states a general truth must be content with a general acknowledgment—unless the truth is mathematical.

Success is a providence, says the priest. Success is an accident, says the cynic. Success is a habit, says the philosopher.

The one indisputable thing about it is that success is success. It is probably more of a habit than anything else. To call it a providence is only the priest's trick to bring the grist to his own mill. An accident it will never appear to be when the view taken is sufficiently comprehensive. Yet every successful life—as we count success, by appearance and not by substance—is a series of happy accidents. This wisdom is all old. The ancients said: "The gods help them that help themselves," and "Fortune favors the brave." These agree more with the philosopher than with the cynic or the priest. They give the merit to industry and courage, not to power.

"FITZ MAC."

MORAL:
Like begets like.
Success begets success.
TO SUCCEED:
Advertise with Success
THE GREAT DIVIDE
IS A SUCCESS!

Send for a
SAMPLE COPY
and
Advertising Rates.
Always address
THE GREAT DIVIDE,
DENVER, COLO.

SEND THE CASH And Say What You Want to Accomplish.

A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

We make Estimates

for those who express a desire and intention to place the advertising through us, and of whose good faith we have assurance; but there is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do.

Some publications are used economically on contracts for a single issue; in others, insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

The advertiser who sends his advertisement with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars, will get more for his money than he would had he required to be told in advance exactly what service could be promised.

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., New York.

THE \$3 LIST!

**Bargains in Advertising in Daily Newspapers
in many principal Cities and Towns.**

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 287 Dailies and 260 Weeklies) costs \$750. For three months, \$2,250, less 10 per cent., or \$2,025 net.

The combined monthly issue of the Dailies is 9,660,800 copies, and of the Weeklies, 2,150,000 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

THE LIST WILL BE SENT FREE,
UPON APPLICATION TO
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 SPRUCE ST., NEW YORK.

American Newspaper Directory

FOR

1890.

Twenty-second Annual Volume.

**Fourteen Hundred and Fifty-two
Pages. Price, FIVE DOLLARS.**

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc. It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,
PUBLISHERS,
(Newspaper Advertising Bureau),
10 Spruce St., New York.

One of the
most successful advertisers
we ever had
always ordered his Adver-
tisements in this way:

"Get the best
service you can
for me for
\$5,000."

He left every detail to us.

There is no more expensive luxury
for an advertiser to indulge in
than to tie his agent's
hands by getting him
to tell in advance
exactly what
he will do.

GEO. P. ROWELL & CO.,
10 Spruce St., N. Y.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

ONE OF THE 28.

The American
Agriculturist,
OF NEW YORK CITY,

is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between

100,000 and 150,000

copies each issue.

THE EXAMINER OF SAN FRANCISCO

*Wants bright, original ideas
for advertising.*

It has made original advertising pay. The Daily circulation has grown from 18,000 to 57,000, the Sunday from 22,000 to 67,000, and the Weekly from 39,000 to 65,000 in three years.

It does not deface natural scenery for the sake of an advertisement; it omits also Ferries, Street Cars and Hotel Registers.

It is willing to pay a fair price for new ideas, if they are adopted. What have you to suggest? Address

C. M. PALMER, Bus. Man., San Francisco, Cal.

Have You Tried the
Spencerian
Steel Pens?

IF NOT A Sample Card
of the leading numbers will
be sent FREE on receipt
of return postage, 2 cents.

THE SPENCERIAN PEN CO.,
810 Broadway, New York.

A NOVEL ADVERTISEMENT.



IT IS SAID that the first thing Adam planted in the Garden of Eden was *his foot*, therefore "TREAD MARKS" are supposed to date back to good old Bible times, when ART IN ADVERTISING was unknown. We do not suppose "Kangaroos" were worn at that time, nor could the \$3.00 shoe men then "cover the ground *understandingly*," for the "Press" seems to have been the only thing to give them a "wide range" to display their good features. However, they all seem to have got there with "both feet." The features of the above illustration (reduced by photography) gives length and breadth for thought, for they have been used by the owner simply in climbing up the ladder. Mr. Gannett says he has taken "lots of Comfort" with them, and it can truly be called a BIG FEAT to establish a good paying, widely circulated monthly in so short a time, as has been done by him. By the way, the subscription list and advertising patronage has increased the last few months; there are many, no doubt, who would like to be in THOSE SHOES, for, by the latest of these KANGAROO LEAPS, a half million monthly output is now assured.

BEAR IN MIND that, commencing with October, space in COMFORT will be \$2.50 per agate line. For the next few days it can be secured for \$1.50 at the agencies, or of

THE SOLE
PURPOSE.

THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

TO PRINTERS.

Special Attention

Is called to the following publications
printed with

OUR

INKS.

New York CLIPPER, printed with our 25-cent Ink.

" PRINTERS' INK, printed with our 30-cent Book Ink.

" LIFE, printed with our Fine Cut Ink.

D. Appleton & Co., Gay Bros. & Co., Thomas Kelly,
Argyle Press,

and other large Publishers, use our Ink on all of their fine publications.

*Our Prices and the Quality of Our Goods
defy competition.*

Send for Special Prices and Discounts.

ADDRESS



W. D. Wilson Printing Ink Co., L't'd.

140 WILLIAM STREET,

NEW YORK.



The Tacoma Globe

(Daily and Weekly),

** TACOMA, WASH. **

One of the most attractive fields for Eastern Advertisers is the State of Washington, and one of the best papers in that growing State is the TACOMA GLOBE.

C. I. Hood & Company, of Lowell; Mass., under date of August 7, writing to the publisher of the TACOMA GLOBE, say:

We are in receipt of your favor of the 29th ult., and desire to keep open business relations with your paper. The GLOBE of to-day is certainly a paper that the publishers have reason to feel proud of. In appearance it takes a place with the best ones on the Coast. We paid a high price for the contract last year, but we thought there was a field for the paper, and we decided to risk paying what was then a high price in order to form an acquaintance.

Regarding closing up of the old contract, you will hear from us in a few days, and we hope it will be your pleasure to make the new contract as we have offered.

CIRCULATION.

DAILY, Exceeds.....	5,000
SUNDAY, ".....	5,500
WEEKLY, ".....	3,000

A. FRANK RICHARDSON,

SPECIAL EASTERN AGENT,

13, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

THE HOUSEWIFE

Handsomely Illustrated and Devoted to

ELTON



Fiction,
Fashion,
Flowers,
Fancy Work,
Home Decoration,
Art Needlework,
Stamping,
Painting,
Designing,
Cooking,
Housekeeping;
in short, everything per-
taining to
Woman's Work and
Woman's Pleasure.

THE HOUSEWIFE

Subscription List, owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, **50 cents** per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), **\$100.00**; $\frac{1}{2}$ page (340 lines), **\$175.00**; 1 full page (680 lines) **\$300.00**.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

It Will Pay

To persistently advertise in these papers an article which appeals to householders. The people who take and read these Religious Weeklies are the heads of families, who have homes to keep up, children to rear, clothe and educate, tastes to gratify. They are the intelligent, provident, well-to-do portion of the community. In short, they are the money-saving and money-spending people upon whom the foundations of business rest.

OVER 260,000 HOMES are reached weekly by the *combined list*:

THE SUNDAY SCHOOL TIMES.

Circulation not less than 149,500 copies weekly, to paid-up yearly subscribers. Is general—city and country—not among children. Goes to the extent of guaranteeing its subscribers against loss by fraudulent advertisers.

THE PRESBYTERIAN.

One of the oldest, if not the oldest, Presbyterian paper. Its readers belong to the prosperous classes mainly—the people who are steady and liberal purchasers.

THE LUTHERAN OBSERVER.

Is the oldest, and exceeds in circulation all the other English Lutheran papers published in this country. It is the leading Lutheran organ. Its readers are largely substantial people.

THE NATIONAL BAPTIST.

The circulation is chiefly among the most thrifty and vigorous people. Does its work thoroughly. Advertisers say acceptably also.

THE CHRISTIAN STANDARD AND HOME JOURNAL.

The circulation is larger in the vicinity of Philadelphia than elsewhere; but more than half is general. Its readers are serious people, thoughtful and forward looking; many of them Methodists.

One
Price
Advertising
—
Without Duplication
of Circulation

HOME JOURNALS **14** BEST WEEKLIES
Every Week
Over 260,000 Copies

Religious Press
Association
Phila

1 inch
Covers in
These 14 Weeklies

1 time	1 month	3 months
\$32.00	\$119.04	\$346.54

Over 260,000 Families
Are reached
Every time.
Try it.

THE PRESBYTERIAN JOURNAL.

The circulation is chiefly Progressive Presbyterian and Evangelical. Its readers are general-minded, prosperous people. A live paper that attracts attention and keeps things stirring.

THE REF'D CHURCH MESSENGER.

Official organ of the Reformed Church of the United States. Its readers are mainly suburban and farming people, provident and thrifty.

THE EPISCOPAL RECORDER.

The only periodical of the Reformed Episcopal Church. Its readers are the highly-cultivated, earnest people of means. A paper of much influence, and without a rival in its work.

THE CHRISTIAN INSTRUCTOR.

The circulation is United Presbyterian. So ably edited as to draw the utmost confidence of its readers, who are prosperous, steady, comfortable.

THE CHRISTIAN STATESMAN.

The circulation is among those earnest people who desire that God shall be recognized in the Constitution of the United States. Its readers are active, wide-awake and substantial.

THE LUTHERAN.

Organ of the High Church Lutherans. Its readers are quiet, prosperous people; old families, who look to this paper for counsel in church and home affairs.

THE CHRISTIAN RECORDER.

African Methodists' only paper; official church organ. These people are liberal purchasers of the ordinary things of life. They maintain a very creditable paper, are proud of it, and patronize its advertisers.

THE BALTIMORE BAPTIST.

The only Baptist paper in Maryland; influential in Church and home affairs for the Southern Baptists; rich people among them—all prosperous.

THE EPISCOPAL METHODIST.

Published in the interest of the Baltimore Conference of the Methodist Episcopal Church, South. It aims to present living issues in a brief and crisp manner.

Advertisers Can use one or all the papers as preferred. The advertising rate is fair, fixed, and below the average charge of papers with nothing like the character, value and substantial following of these Religious Weeklies.

Miscellanies.

A pill manufacturer advertises on the label: "You take the pills, we do the rest."
—*West Shore*.

In a Bad Way.—Editor: What's the matter with Squib's jokes of late?
Reader—He seems to be at his wit's end.
—*Town Topics*.

Not in His Line.—Book Agent: I have here "Cadwallader's Concise Compendium of Facts."
Goggles—"Facts!" No sir, don't want it
—I'm an editorial writer.—*Whiteside Herald*.

Why It Went In.—"There doesn't seem to be any point to this joke," said the funny man's wife; "why did you print it?"
"The managing editor got it off," replied the humorist, sadly.—*Brooklyn Life*.

Miss Reader—Your "Outing" article in the *Midsummer Monthly* is delightfully breezy.

Author—It ought to be. It was written last March.—*Good News*.

A Nuisance.—"I'm not going to advertise in the *Kassoo* any more."
"Why not?"

"I got a thousand answers to my advertisement for a boy and lost two hundred dollars' worth of time reading them.—*Munsey's Weekly*.

Truthful Advertisements. — Irate Guest: See here. Your advertisement said no mosquitoes.

Summer Landlord—There wasn't a mosquito here when that advertisement was written; not one. You must remember I began advertising in April.—*New York Weekly*.

First Tramp—I don't see why our names don't get into the paper, Bill.

Second Tramp—Why should they?

First Tramp—Well, I read to-day that a dinner was given to some big gun in San Francisco a day or two ago. We get dinners given to us every day and nothing is ever said about it. Folks is prejudiced, Bill.—*Grip*.

First Editor—What! Your building burned down?

Second Editor (sadly)—Yes!

"How did it happen?"

"O, one of those erotic poems by a young lady was sent in and I foolishly threw it in the waste basket along with a lot of other paper, and it set fire to everything."—*Ex.*

"How about that prize fight out in the suburbs?" inquired the managing editor.

"Didn't come off. Police stopped it," answered the night editor.

"Any baseball games played here this afternoon?"

"None of any consequence. It rained."

"Wasn't there any racing to-day?"

"None. Postponed on account of the weather."

"Any baseball, racing or prize-ring news by telegraph?"

"Hardly any."

"Then take that war news from Central America out of the 'Brevities by Wire' corner, put a scare head on it, and run it at the head of the sporting column. Great Gallagher! We've got to have something in that department."—*Chicago Tribune*.

Assistant Editor—I fancy this fellow translates his jokes from the French and German.

Editor—I always suspected it was from the classics he translated them.—*Town Topics*.

The Proper Thing.—City Editor (to new reporter): What are you writing about?
Reporter—A new clock factory.

City Editor—Wind it up! We must close the forms now.—*Epoch*.

Don't waste your money going to Saratoga or Newport. If you visit your uncle Pegram at Punkin Hollow you can see your name in the county newspaper just as well.—*Puck*.

Undoubtedly Correct.—"George," asked Mrs. Cumso, "what paper in the United States has the largest circulation?"

"Paper money," replied Cumso, promptly.
—*Drake's Magazine*.

Parson—Don't you know it is very wrong of you to publish advertisements for liquor dealers in your paper?

Editor—Perhaps it is; but I don't know how I can manage to pay the bills they have against me unless I let them take them out in advertisements.—*Chatter*.

Bad for Editors.—Smith: Who are you writing to now?

DeCanto—To the man who has invented this paper that won't burn. I want several reams of it. I intend to fool several of these editors yet, or put them to some trouble; I am full of unwritten poems.—*Light*.

Applicant (to proprietor of great newspaper)—Have you a vacancy on your staff, sir?

Proprietor—I need a circulation-affidavit editor, but I don't know that you would suit.
"I think I would, sir. I have been a census enumerator at Minneapolis."

"The place is yours."—*Munsey's Weekly*.

Scrawley—How are you getting along in your literary pursuits? The last time you saw me you said you could get nothing accepted.

Scribbler—It's a fact, my dear fellow. The only thing of mine that I have succeeded in getting a magazine to take is my essay on "The Secret of Success in Literature."—*America*.

Mature Deliberation. — Friend: I understand you are going to stop publishing your Sunday edition because you are convinced that the religious sentiment of the times demands it.

Editor—Yes, sir.

Friend—Is this the result of a sudden change of thought on the part of the proprietors?

Editor—Oh, dear, no; we have been eleven years making up our minds.—*Judge*.

The Public—Who writes your society jokes?

Editor—A man who was brought up in the back woods and wouldn't know folding doors from a three-volume novel, or an evening dress from a tennis blazer.

The Public—Who writes your "sister" and general "pop the question" jokes?

Editor—A meek, bashful, little man, who couldn't summon up the nerve to propose to a blooming widow even if she looked on him as her last chance.—*Chatter*.